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Message from Dr. Jett

Greetings! In this issue of Jettstream the WIC Breast-feeding program is the featured spotlight. Please read and learn about this wonderful program. Students in Seminole County are making progress for Tobacco Free Florida with the assistance of our tobacco program. Let's give them the praises they deserve for a job well done. The Casselberry WIC site remodel is complete now and thanks to everyone for their efforts, especially John and his staff.

The National Association of County and City Health Officials (NACCHO) Annual Conference 2013 was held in Dallas, TX on July 10-12. Wednesday's program featured Dr. Thomas R. Frieden, Center for Disease Control and Marilyn Tavenner, Centers for Medicare & Medicaid Services in a town hall meeting. The distinguished presenters for Thursday's Opening General Session included Dr. Bechara Choucair, Commissioner, Department of Public Health/City of Chicago. There were a total of 49 interactive sharing sessions focused on topics such as: Organizational Performance-Measuring the Value of Local Health Departments; Practical Epidemiology Applications in Local Health Departments; Prevention of the Leading Causes of Death; Using a Health in All Policies Approach to Reduce Health Inequities, and Mapping Health and Socioeconomic Data to Inform a County Policy to Address Health Disparities. The Closing Session on Friday featured Dr. Christopher Murray discussing "Reducing Health Disparities: Insights from the Global

Burden of Disease 2010 Study for the U.S." President Terry Allen began the discussion by featuring the "Unnatural Causes" video. The Town Hall meeting and Closing Sessions will be available online within a week for viewing. Throughout the conference the theme remained the Affordable Care Act, Accreditation, Quality Improvement, Health Equity/Health Disparities, and CHA/CHIP. Booklets are available from the conference in the administration office from Susan.

Recently in the *Harvard Business Review*, Tony Schwartz published ten rules to follow:

1. Always challenge certainty, especially your own.
2. Excellence is an unrelenting struggle, but it's also the surest route to enduring satisfaction.
3. Emotions are contagious, so it pays to know what you are feeling.
4. When in doubt, ask yourself, "How would I behave here at my best?"
5. If you do what you love, the money may or may not follow, but you'll love what you do.
6. You need less than you think you do.
7. Accept yourself exactly as you are but never stop trying to learn and grow.
8. Meaning isn't something you discover. It's something you create, one step at a time.
9. You can't change what you don't notice and not noticing won't make it go away.
10. When in doubt, take responsibility.

These are excellent rules to follow. I've added two more to the list.

11. Respect others and treat people as you want to be treated.
12. Take care of home first, then work and life will be simpler.

I hope you enjoy the newsletter and I want to give special thanks to Pranav for developing the name, theme, and editing the content. Kudos goes to him! Florida Department of Health in Seminole, please continue to do the great many things you are doing. Your efforts are appreciated internally and in the community.

Health Officer
Florida Department of
Health in Seminole County





Program Spotlight

FLORIDA WIC Breastfeeding Program



The goal of the Florida Department of Health, Seminole County WIC Breastfeeding Program is to provide clients with current, accurate information to assist in making the decision on how to nourish their babies. Research indicates that mother's milk is the best choice for the overall health and well-being of human babies. We provide this education through a four-phase process designed to assist clients in key stages of the gestational and postpartum periods. Education and breastfeeding management are provided by the Breastfeeding staff, 4 IBCLC's, 3 CLC's and one staff member who is seeking certification.

Phase 1 - Early Breastfeeding Education: Prenatal Breastfeeding Basics Class

Phase 2 - Late Pregnancy: 8th Month One-On-One Consultation

Phase 3 - Early Postpartum: Mom /Baby Feeding Assessment

Phase 4 - Post Partum: Ongoing follow up by assigned breastfeeding staff

Prenatal Breastfeeding Basics Class: 45-minute introductory class that highlights the benefits of breastfeeding for both

mom and baby and addresses the major principles of a successful breastfeeding experience. Topics covered during class include: is breastfeeding right for me, how long and how often to breastfeed, and how WIC supports breastfeeding moms.

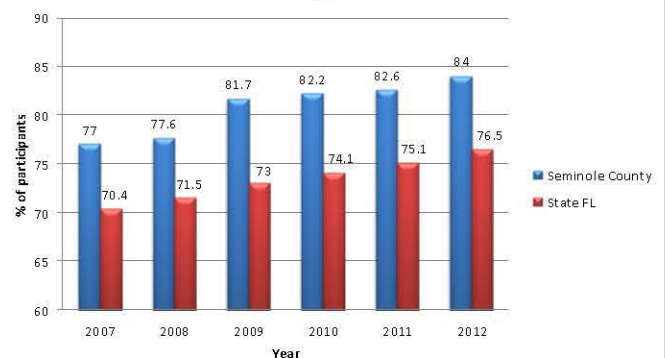
8th Month One-on-One Consultation: Clients are given the option to attend an individual consultation with a breastfeeding lactation staff member one month before delivery. This appointment focuses on the early postpartum days and provides an opportunity for clients to address their specific concerns about breastfeeding with a counselor. Staff uses this time to provide anticipatory guidance regarding issues that may arise such as perceived milk supply, feeding on the go, and how to include family members in the breastfeeding experience. Clients are encouraged to bring a member of their support team to this appointment.

Early Postpartum/Feeding Assessments: After delivery the client is seen in the WIC office by a breastfeeding staff member to observe a feeding and complete a breastfeeding assessment. This phase is essential, as it helps to establish effective feeding practices which pave the way for breastfeeding success.

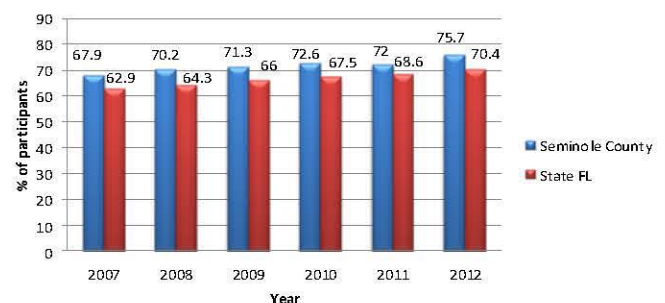
Postpartum/Ongoing breastfeeding support: During this phase, client follow up is completed by an assigned breastfeeding staff member at weekly intervals for the first 6 weeks, monthly until 6 months and every three months until the client stops breastfeeding.

Breastfed Infants have seen exponential growth. There has been significant growth in the African American population as well. See figures below.

Seminole Co. WIC Program Ever BF vs State FL



Seminole Co. WIC Program African American Ever BF vs State FL





Immunizations Program

As of July 1, 2013, a major policy change was implemented in the Immunizations Clinic. Childhood vaccines will now be provided to the uninsured and Medicaid HMO clients for whom this Health Department is the assigned medical home. Children with insurance and Medicaid will be referred back to their assigned medical homes. If needed, the Immunizations staff will provide information to parents/guardians of service-ineligible children to assist with finding a medical home.

We recognize that the implementation of this policy change may not have left sufficient time for many to successfully make an appointment with their medical homes for vaccinations prior to the beginning of the 2013-2014 school year. Also, many families who are moving to Seminole County from out of state will not have had time to establish a local medical home. For that reason, we anticipate a higher client volume for the three to four weeks surrounding the resumption of school, and are making preparations to accommodate the increased volume. However, we do expect fewer clients than in previous years.

As of September 3, 2013, all childhood vaccinations will be provided through the Child Health Clinic and the Immunizations Clinic will no longer see children for childhood vaccinations. The Immunizations Clinic will continue to process school entry forms for children who do not require vaccine, as well as adult and travel services by appointment.

The Core Public Health Functions Steering Committee developed the framework for the Essential Services in 1994. This steering committee included representatives from US Public Health Service agencies and other major public health organizations. The Ten Essential Public Health Services describe the public health activities that should be undertaken in all communities and provide a working definition of public health and a guiding framework for the responsibilities of local public health systems.

Ten essential public health services

- Monitor health status to identify and solve community health problems
- Diagnose and investigate health problems and health hazards in the community.
- Inform, educate, and empower people about health issues
- Mobilize community partnerships and action to identify and solve health problems
- Develop policies and plans that support individual and community health efforts
- Enforce laws and regulations that protect health and ensure safety
- Link people to needed personal health services and assure the provision of health care when otherwise unavailable
- Assure competent public and personal health care workforce

Save the Dates!

**ARC Awards
Ceremony on
Aug. 1**

**WIC Grand
Reopening
(Casselberry) on
Aug. 29**

**Town Hall on
Sept. 12**



STUDENTS WORKING AGAINST TOBACCO

On Saturday, June 22, 2013, The Tobacco-Free Partnership held their 1st annual "Keeping it Moving" SWAT Training. SWAT is Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and de-glamorize Big Tobacco. They are a united movement of empowered youth working towards a tobacco free future. SWAT clubs can be found in schools and communities throughout the State of Florida. Youth in SWAT are engaged in activities that educate their peers and policy makers about the need to change social norms related to tobacco. Since SWAT began in 1998, youth who have ever tried cigarettes has decreased by 58.7% among middle school students and 44.3% among high school students.

SWAT is committed to developing leadership skills in youth through training in tobacco issues, media literacy, policy development process, presentation skills, and evaluation. Through empowering the youth of SWAT and providing leadership opportunities on the state and local levels, it builds the capacity of its advocates to enable environmental and policy change. Youth who feel valued are more engaged and motivated to improve their skills and present higher quality involvement.

For the training on this date, there were four sessions. The first session, *Say It Loud:*

Public Speaking 101, focused on communications skills including how to deliver a clear message in front of an audience. The second session, *Tobacco 101*, addressed the history of tobacco companies and how advertising is used to normalize and sell deadly products. The third session, *Who Cares About Policy Change*, illustrated how youth can be involved in changing policies in their day-to-day lives. The final session, entitled *Know Your Facts!*, addressed understanding and identifying how tobacco use affects youth health. In all, fifteen youth and a combination of fourteen adults and volunteers were trained.



**In Florida, more than 21,300 kids
(under 18) become new smokers
each year.**



The Casselberry WIC Remodel



Nutritionist Office Corridor

The new and improved Casselberry WIC office is now located in the space formerly occupied by Dental and Immunizations. The new space is located conveniently adjacent to the Medical Records room and offers a dramatically more spacious clerical area. The majority of offices are now carpeted which reduces noise and offers plenty of convenient storage space as well as office space for future expansion. The client waiting area features new (quiet) active toys for children and is flooded with natural light from the front wall of windows. They are so thankful to now have a view of the outdoors from the clerical area and break room! WIC would like to express their profound appreciation to John Meyers for overseeing the project as well as a special thanks to Facilities, Safety, the Business Office and IT staff for making it all happen! Casselberry WIC employees were able to prepare for the move, pack, move and unpack and all the while client services never ceased. It was a smooth transition due to the collaborative efforts of all those involved.



Inside clerical area



View from clerk station



Lobby areas



Supervisor Office Corridor

In 2012, Surgeon General John Armstrong asked the Performance Management Advisory Council to come up with a DOH mission, vision, and values that would reflect who we are and what we do. These values were crafted to keep us on track and focused on how we serve our communities and how we interact with each other. That being said, values are only words until they are put into practice. As an ongoing feature of our newsletters, we're asking our staff to tell us what these values mean to them.



For this newsletter, Rodney Jones, our Employee of the Quarter, tells us what the Florida Department of Health Mission, Vision, and Values mean to him:

"For me it's not just about having a job or collecting a paycheck. Yes, that is important but my contribution is to service our customers by providing them with the knowledge they need to protect themselves and their loved ones from communicable diseases. Putting their concerns and questions first, lets them know that I'm generally concerned about their situation. Giving that respect to each customer builds the integrity that the Florida Department of Health Seminole County is known for which helps to keep the continuity of returning and new customers."



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Compiled and edited by Pranav Mehta. If you have any comments and/or suggestions please feel free to send them along. This newsletter reflects us as an organization and needs everyone's contribution. Thank you all for your time and effort.
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Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county, & community efforts.

Vision:

To be the **Healthiest State** in the Nation

Values: (ICARE)

Innovation: We search for creative solutions and manage resources wisely.

Collaboration: We use teamwork to achieve common goals & solve problems.

Accountability: We perform with integrity & respect.

Responsiveness: We achieve our mission by serving our customers & engaging our partners.

Excellence: We promote quality outcomes through learning & continuous performance improvement.